

MILLESIME BIO 2017 WILL BE HELD AT MARSEILLE-CHANOT!

Sudvinbio has been compelled to relocate Millésime Bio 2017 to the Marseille-Chanot Parc des Expositions, from 30 January to 1 February 2017.

In April, Sudvinbio carried out an e-mail survey with 2016 Millésime Bio exhibitors, asking their opinion about a merger of the Millésime Bio and Vinisud trade fairs on the same date and at the same venue. Of the 374 responses, 77% were opposed to this. It is now vital to reassure our exhibitors about the future of Millésime Bio as mid-June is the usual date to reserve stands.

In light of these findings and conscious of respecting the will of Millésime Bio exhibitors, Sudvinbio managers met with Vinisud representatives on 13 May, at their request, to discuss potential synergies between the two trade fairs. After discussing maintaining the identity of each fair, Sudvinbio proposed that Vinisud shift its dates to immediately before or after Millésime Bio, with no overlap, at the Parc des Expositions in Montpellier. Vinisud organisers nevertheless took the unilateral decision to schedule their trade fair on 29 to 31 January 2017, resulting in a clash of two days with Millésime Bio. We would like to remind you that this time slot, in late January, has been occupied by the Millésime Bio wine fair for almost 25 years now.

Despite support for Millésime Bio from Languedoc-Roussillon-Midi-Pyrénées Regional Council, Sudvinbio had no stable and durable guarantee relative to maintaining its entire time slot and venue at the Parc des Expositions in Montpellier as the only professional wine trade fair on these dates. Given that Vinisud proved to be inflexible on the dates communicated to its exhibitors, we had no other option but to relocate Millésime Bio.

Sudvinbio has chosen to hold Millésime Bio 2017 at the Marseille-Chanot Parc des Expositions, from Monday 30 January to Wednesday 1 February 2017.

This new stage gives the trade fair fresh impetus, thus ensuring that the event can be managed independently while preserving its specific identity and operating method.

For two decades now, Millésime Bio has been a key player and driver for the growth of the organic wine sector. We are committed to pursuing our activities and the importance of accompanying economic development and the interests of producers who rely on us, in our region, in France and abroad.

Organic wine – Key data for France in 2015 (source: Agence Bio 2016)

5,186 wine estates farming organically on 60,088 ha of certified organic farmland (+10%) of a total of 71,439 ha of organic vineyards or vineyards being converted to organic farming (+8% in 1 year).

Organic vineyards represent 9.1% of French wine estates.

Market: €670 million turnover (+17.2% in 1 year).

The domestic market accounts for approximately 60% of sales and around 40% of exports.

In 2014, wine represented 2/3 of French organic product exports (in value), i.e. €290 million out of €435m).

Sudvinbio press contact:

Cendrine Vimont, 04 99 13 30 43 / 06 99 98 23 45